

## Amendments to the Claims

This listing of claims will replace all prior versions and listings of claims in the application:

### Listing of Claims:

1. (Currently Amended) A method for using an interactive television application for allowing a user to navigate among content displayed on a display comprising:

providing multiple cells partitioning the on the display into multiple cells of the interactive television application;

associating each cell of the multiple cells of the display with an entity entities, wherein the multiple cells include at least one cell associated with a television channel entity and at least another cell associated with another entity;

grouping the multiple cells on the display into groups regions based on the cells' associated entities, wherein the at least one cell associated with the television channel entity is associated with a first region, and the at least another cell associated with another entity is associated with a second region; [[and]]

allowing the user to navigate between the groups first region and the second region on the display without focusing on cells within the first region and the second region; and

allowing the user to navigate between cells within one of the first region and the second region.

2. (Currently Amended) The method of claim 1, wherein the allowing the user to navigate between the first region and the second region comprises:

displaying a region highlight ~~on the display wherein the highlight that~~ surrounds one region of the first region and the second region groups; and

allowing the user to move the region highlight from the one region ~~[[group]]~~ that is surrounded by the highlight to ~~one of the other~~ region groups of the first region and the second region.

3. (Currently Amended) The method of claim 1, further comprising:

displaying at least one ~~[[group]]~~ region highlight ~~wherein the group highlights surround that surrounds~~ at least one of the first region and the second region groups; and

displaying a navigation highlight, ~~wherein the navigation highlight that~~ is different in appearance from ~~[[any]]~~ each of the at least one region highlight group highlights, and wherein the navigation highlight surrounds one of the first region and the second region groups to indicate

that the user has navigated to the [[group]] region the navigation highlight surrounds.

4. (Canceled)

5. (Currently Amended) The method of claim 1 [[4]], wherein at least one of the ~~cluster of cells~~ first region and the second region is arranged in a grid.

6. (Canceled)

7. (Currently Amended) The method of claim 1 [[6]], wherein [[the]] allowing the user to navigate ~~among the~~ between cells within one of the first region and the second region comprises:

allowing the user to select one of the first region and the second region;

displaying a cell highlight ~~on the display,~~ ~~wherein the highlight that~~ surrounds one of the cells within the selected region; and

allowing the user to move the cell highlight from the cell that is surrounded by the highlight to ~~one of the other cells~~ another cell in the selected region. ~~group with which the cell that is surrounded by the highlight is grouped.~~

8. (Canceled)

9. (Original) The method of claim 1, further comprising displaying an indicator that indicates the existence of at least one entity not associated with any of the cells.

10. (Original) The method of claim 1, further comprising allowing the associations between the entities and the cells to change.

11. (Original) The method of claim 10, further comprising allowing the associations between the entities and the cells to change based on the user's actions.

12. (Currently Amended) A method for using an interactive television application for allowing a user to navigate among content displayed on a display comprising:

providing multiple cells partitioning the on the display into multiple cells of the interactive television application;

associating each cell of the multiple cells with an entity entities, wherein the multiple cells include at least one cell associated with a television channel entity and at least one cell associated with another entity;

allowing a user to navigate among the cells;

displaying at least one brand mark in the multiple cells, wherein the brand mark displayed in a particular cell is related to the entity with which the particular cell is associated; [[and]]

grouping the multiple cells on the display into regions based on the cells' associated entities, wherein the at least one cell associated with the television channel entity is associated with a first region, and the at least another cell associated with another entity is associated with a second region;

allowing the user to navigate between the first region and the second region on the display without focusing on cells within the first region and the second region;

allowing the user to navigate between cells within one of the first region and the second region; and

when the user navigates to a particular cell having a brand mark displayed therein, displaying content other than the brand mark in [[a]] the particular cell to which the user navigates.

13. (Canceled)

14. (Currently Amended) The method of claim 7 [[13]], wherein the appearance of the cell highlight depends on the entity with which the cell the highlight surrounds is associated.

Claims 15-17. (Canceled)

18. (Original) The method of claim 12, further comprising displaying an overlay for the entity associated with the cell to which the user navigates.

19. (Original) The method of claim 18, wherein the overlay displays operator-specified promotional content.

20. (Canceled)

21. (Currently Amended) The method of claim 1 ~~[[12]]~~, wherein ~~[[the]]~~ an entity is ~~selected from a group~~ consisting one of a television channel, a program guide, a program guide service provider, a program guide operator, a program guide programmer, a television service provider, a company, a product, a service, a digital music programmer, a radio station, a web-site, a customer, and any combination thereof.

22. (Currently Amended) The method of claim 12, wherein the content other than the brand mark is ~~selected from a group consisting~~ at least one of a scaled video, ~~[[the]]~~ a currently broadcast video of a television channel, a graphic, text, and a web page, ~~and any combination thereof~~.

Claims 23-25. (Canceled)

26. (Currently Amended) A method for using an interactive television application for allowing a user to navigate among content displayed on a display comprising:

providing multiple cells partitioning the on the display into multiple cells of the interactive television application;

associating each cell of the multiple cells with an entity entities on a one-to-one basis, wherein the multiple cells include at least one cell associated with a television channel entity and at least one cell associated with another entity;

displaying at least one brand mark in the multiple cells, wherein the brand mark displayed in a particular cell is related to the entity with which the particular cell is associated;

grouping the multiple cells on the display into regions based on the cells' associated entities, wherein the at least one cell associated with the television channel entity is associated with a first region, and the at least another cell associated with another entity is associated with a second region;

allowing the user to navigate between the first region and the second region on the display without focusing on cells within the first region and the second region;

allowing the user to navigate between cells within one of the first region and the second region;

~~allowing a user to navigate among the cells;~~

allowing the user to select a cell to which the user has navigated; and

performing an action when the user selects a cell.

27. (Currently Amended) The method of claim 12 ~~[[26]]~~, wherein the brand mark is ~~selected from a group consisting~~ one of a brand mark for a television channel, a brand mark for a program guide, a brand mark for a program guide service provider, a brand mark for a program guide operator, a brand mark for a program guide programmer, a brand mark for a television service provider, a brand mark for a company, a brand mark for a product, a brand mark for a service, a brand mark for a digital music programmer, a brand mark for a radio station, a brand mark for a web-site, a brand mark for a customer, and any combination thereof.

28. (Currently Amended) The method of claim 26, wherein the action is ~~selected from a group consisting at~~ least one of displaying a television channel, displaying a



walled-garden, displaying a web page, displaying a menu, displaying a customer service feature, displaying information, displaying options, displaying an overlay, and any combination thereof.

29. (Canceled)

30. (Currently Amended) A system for using an interactive television application for allowing a user to navigate among content displayed on a display, the system comprising user television equipment configured to:

provide multiple cells partition the on the display into multiple cells of the interactive television application;

associate each cell of the multiple cells of the display with an entity entities, wherein the multiple cells include at least one cell associated with a television channel entity and at least another cell associated with another entity;

group the multiple cells on the display into groups regions based on the cells' associated entities, wherein the at least one cell associated with the television channel entity is associated with a first region, and the at least another cell associated with another entity is associated with a second region; [[and]]

allow the user to navigate between the ~~groups~~  
first region and the second region on the display without  
focusing on cells within the first region and the second  
region; and

allow the user to navigate between cells within  
one of the first region and the second region.

31. (Currently Amended) The system of claim 30,  
wherein the user television equipment is further configured  
to:

display a region highlight that surrounds one  
region of the ~~groups~~ first region and the second region; and

allow the user to move the region highlight  
from the ~~[[group]]~~ one region that is surrounded by the  
highlight to ~~one of the other region groups of the first~~  
region and the second region.

32. (Currently Amended) The system of claim 30,  
wherein the user television equipment is further configured  
to:

display at least one ~~[[group]]~~ region highlight  
~~wherein the group highlights surround that surrounds~~ at least  
one of the ~~groups~~ first region and the second region;

display a navigation highlight ~~wherein the~~  
~~navigation highlight that~~ is different in appearance from  
~~[[any]]~~ each of the at least one region highlight group

~~highlights~~, and wherein the navigation highlight surrounds one of the first region and the second region groups to indicate that the user has navigated to the ~~[[group]]~~ region the navigation highlight surrounds.

33. (Canceled)

34. (Currently Amended) The system of claim 30 ~~[[33]]~~, wherein at least one of the ~~eluster of cells~~ first region and the second region is arranged in a grid.

35. (Canceled)

36. (Currently Amended) The system of claim 30 ~~[[35]]~~, wherein the user television equipment is further configured to:

allow the user to select one of the first region and the second region;

display a cell highlight that surrounds one of the cells within the selected region; and

allow the user to move the cell highlight from the cell that is surrounded by the highlight to ~~one of the other cells~~ another cell in the selected region. ~~group with which the cell that is surrounded by the highlight is grouped.~~

37. (Canceled)

38. (Original) The system of claim 30, wherein the user television equipment is further configured to display an indicator that indicates the existence of at least one entity not associated with any of the cells.

39. (Original) The system of claim 30, wherein the user television equipment is further configured to allow the associations between the entities and the cells can change.

40. (Original) The system of claim 39, wherein the user television equipment is further configured to allow the associations between the entities and the cells to change based on the user's actions.

41. (Original) The system of claim 30 wherein the user television equipment is further configured to:

receive brand mark information from a remote source;

store the brand mark information; and

access the brand mark information locally.

42. (Original) The system of claim 41, wherein the remote source is chosen from a group consisting of a television distribution facility, a main facility, and any combination thereof.

43. (Currently Amended) A system for using an interactive television application for allowing a user to navigate among content displayed on a display, the system comprising user television equipment configured to:

provide multiple cells partition the on the display into multiple cells of the interactive television application;

associate each cell of the multiple cells of the display with an entity entities, wherein the multiple cells include at least one cell associated with a television channel entity and at least another cell associated with another entity;

~~allow a user to navigate among the cells;~~

display at least one brand mark in the multiple cells, wherein the brand mark displayed in a particular cell is related to the entity with which the particular cell is associated; [[and]]

group the multiple cells on the display into regions based on the cells' associated entities, wherein the at least one cell associated with the television channel entity is associated with a first region, and the at least another cell associated with another entity is associated with a second region;

allow the user to navigate between the first region and the second region on the display without focusing on cells within the first region and the second region; and

allow the user to navigate between cells within one of the first region and the second region; and

when the user navigates to a particular cell having a brand mark displayed therein, display content other than the brand mark in [[a]] the particular cell to which the user navigates.

44. (Canceled)

45. (Currently Amended) The system of claim 36 ~~[[43]]~~, wherein ~~the user television equipment is further configured to display a highlight wherein~~ the appearance of the cell highlight depends on the entity with which the cell the highlight surrounds is associated.

Claims 46-48. (Canceled)

49. (Original) The system of claim 43, wherein the user television equipment is further configured to display an overlay for the entity associated with the cell to which the user navigates.

50. (Original) The system of claim 49, wherein the overlay displays operator-specified promotional content.

Claims 51-52. (Canceled)

53. (Currently Amended) The system of claim 30 ~~[[43]]~~, wherein the entity is ~~selected from a group consisting~~ one of a television channel, a program guide, a program guide service provider, a program guide operator, a program guide programmer, a television service provider, a company, a product, a service, a digital music programmer, a radio station, a web-site, a customer, and any combination thereof.

54. (Currently Amended) The system of claim 43, wherein the content other than the brand mark is ~~selected from a group consisting~~ at least one of scaled video, ~~[[the]]~~ a currently broadcast video of a television channel, a graphic, text, a web-page, and any combination thereof.

Claims 55-59. (Canceled)

60. (Currently Amended) A system for using an interactive television application for allowing a user to navigate among content displayed on a display, the system comprising user television equipment configured to:

provide multiple cells partitioning the on the display into multiple cells of the interactive television application;

associate associating each cell of the multiple cells with an entity entities on a one-to-one basis, wherein the multiple cells include at least one cell associated with a television channel entity and at least another cell associated with another entity;

display[[ing]] at least one brand mark in the multiple cells, wherein the brand mark displayed in a particular cell is related to the entity with which the particular cell is associated;

group the multiple cells on the display into regions based on the cells' associated entities, wherein the at least one cell associated with the television channel entity is associated with a first region, and the at least another cell associated with another entity is associated with a second region;

allow the user to navigate between the first region and the second region on the display without focusing on cells within the first region and the second region; and

allow the user to navigate between cells within one of the first region and the second region;

allowing a user to navigate among the cells;

allow allowing the user to select a cell to which the user has navigated; and



perform ~~performing~~ an action when the user selects a cell.

61. (Currently Amended) The system of claim 43 ~~[[60]]~~, wherein the brand mark is ~~selected from a group consisting~~ one of a brand mark for a television channel, a brand mark for a program guide, a brand mark for a program guide service provider, a brand mark for a program guide operator, a brand mark for a program guide programmer, a brand mark for a television service provider, a brand mark for a company, a brand mark for a product, a brand mark for a service, a brand mark for a digital music programmer, a brand mark for a radio station, a brand mark for a web-site, a brand mark for a customer, and any combination thereof.

62. (Currently Amended) The system of claim 60, wherein the action is ~~selected from a group consisting at~~ least one of displaying a television channel, displaying a walled-garden, displaying a web page, displaying a menu, displaying a customer service feature, displaying information, displaying options, displaying an overlay, and any combination thereof.

Claims 63-65. (Canceled)